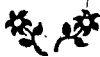


Portage la Prairie



The Friendly City



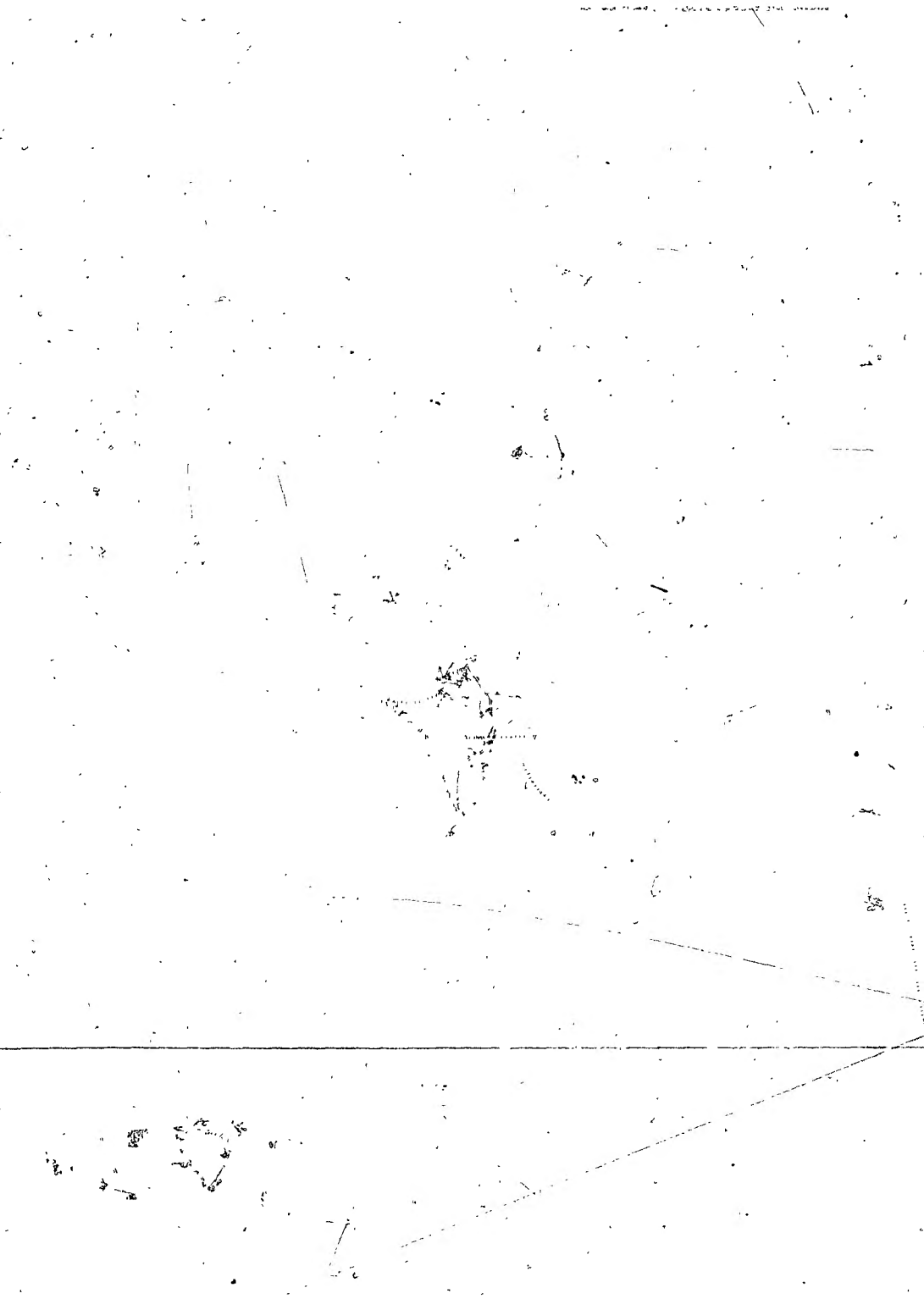
Portage . . . at a Glance.

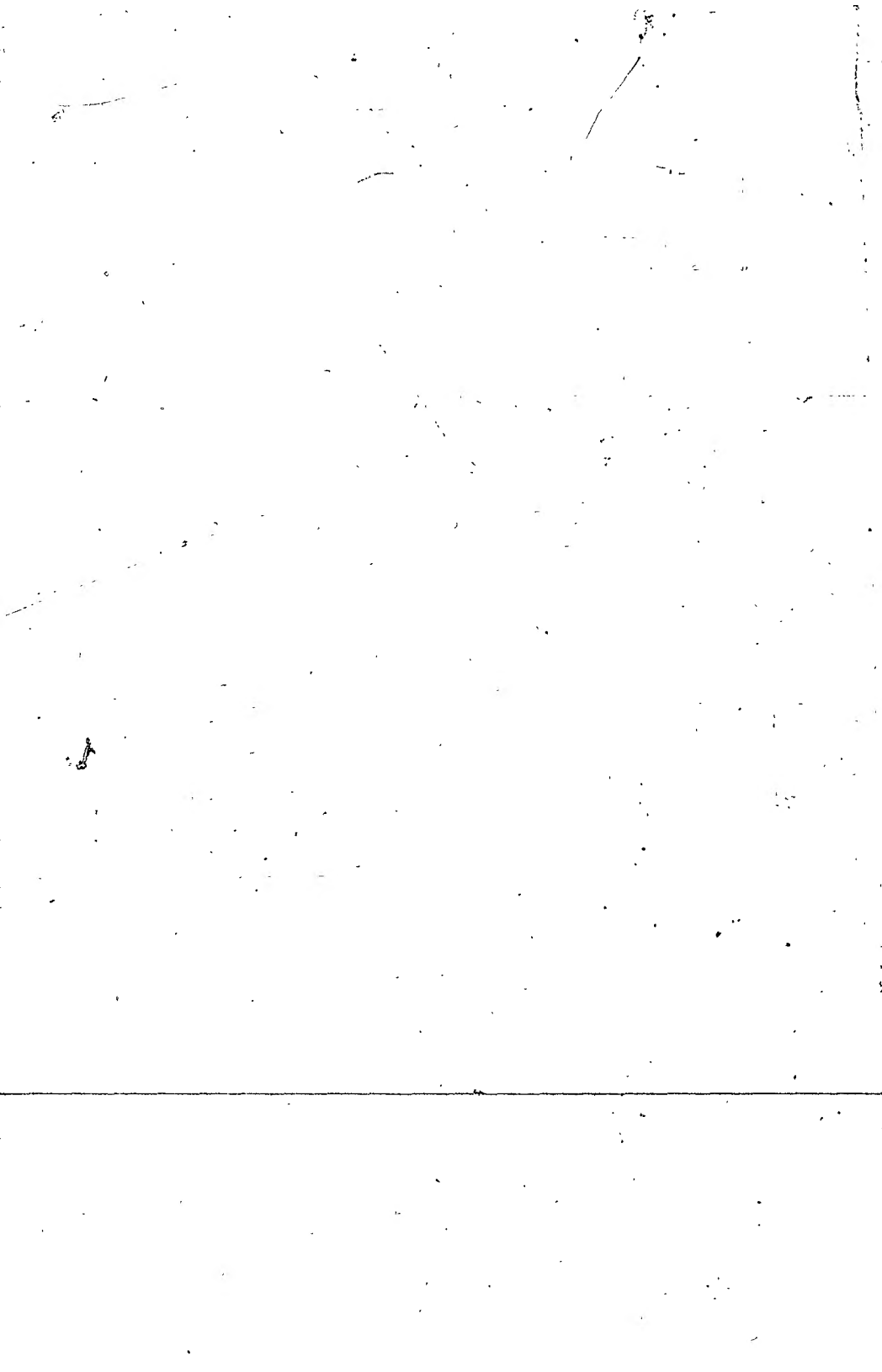
THIS thriving city of 7000 souls is situated in the heart of one of the most fertile sections of Canada. Excellent railway and highway connections make the city an admirable distribution centre. Main lines of both transcontinental railroads go through Portage and many branch lines radiate from the city. Equitable freight rates, cheap power, and absence of labor trouble make Portage a splendid site for almost any kind of industry.

Many industries are already represented here; flour milling, sheet metal working, the manufacture of twine, marble cutting, assembling of farm machinery, brick-making, manufacture of carbonated beverages, and butter making.

Adjoining the city is one of the most beautiful natural parks in Western Canada. It is surrounded by Crescent lake, a bird sanctuary, upon whose surface hundreds of wild fowl paddle about in perfect safety.

The city has a fine retail section, good schools, pleasant streets and homes. Efficient municipal water works and electric lighting. All forms of recreation. Portage is a friendly city.







Cairn Erected at la Reine

PROVINCIAL
LIBRARY
MANITOBA

Historical Sketch

PIERRE GALTIER DE LA VERENDRYE, fearless explorer of New France, was the first white man to set foot on this territory. Striving towards the western ocean, he and his men built Fort de la Reine on the Assiniboine river, two miles south-west of the present site of Portage in 1738. This fort was the base for his subsequent explorations. He was later recalled to New France and the fort was destroyed by Indians in 1752. No white settlement is recorded until exactly 100 years later.

The present city derives its name from the portages made from Fort de la Reine to Lac des Prairies (Lake Manitoba) 15 miles to the north.

Island Park

PORTAGE LA PRAIRIE possesses one of the most beautiful public parks in the west. It is easy of access, a five minute walk from the centre of the city. Lapped on its picturesque shore line by the waters of Crescent lake, it is a gem of nature. With its spacious sward, natural shade trees, and ornamental flower beds the park makes an ideal visiting place for the traveller or weary citizen.



A Drive in Island Park

Bird Sanctuary

In connection with this public park there has been established a bird sanctuary, where today hundreds of wild ducks, of many varieties, live peacefully, as tame as barnyard fowl. Knowing themselves secure, they live with no fear of molestation and form an interest-



Wild Geese

ing study in wild bird life. Included in this park also is an enclosure containing native jumping deer, always a source of delight to children. Varieties of ornamental water fowl are kept for exhibition purposes.



Wild Ducks That Are Not Wild



Plant of the Lake of the Woods Milling Company, Portage la Prairie, Man.

Industry

The Lake of the Woods Milling Co.

Realizing the strategic importance of Portage la Prairie to an industry such as theirs, this company early established a large flour mill here. Running continuously throughout the year, this plant gives employment to many men. Its capacity is 1,200 barrels of flour per day. Flour from this mill is shipped all over Western Canada and Ontario. A considerable amount is exported from here to the Orient. The hard spring wheat grown in this vicinity makes a flour second to none.

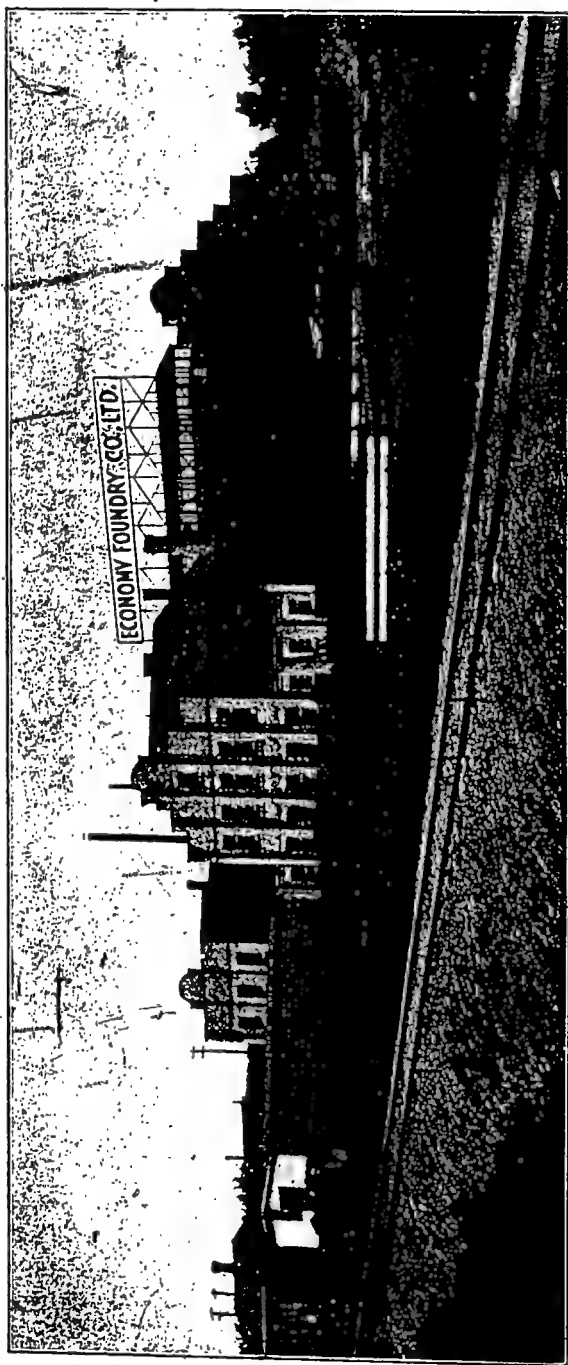
Snyder Brick Yards

Clay obtained at Portage is unexcelled for the making of building brick. At the east end of the city the Snyder Brick company maintains a large brick yard employing about 50 men. The strength and durability of the bricks is attested to by the many fine homes and buildings in Portage which have been constructed with them. Besides making brick for the local demand, this company supplies builders all through Western Canada and the western part of Ontario.

Monumental Marble Works

The Monumental Marble works, operated by Guinn and Simpson, does a large business in the cutting and polishing of monuments and memorials. This plant employs upward of 12 hands and does business over a large area.

5



Home of the Link Manufacturing Company

Waterloo Manufacturing Company

Portage la Prairie is the western depot and distributing centre of the Waterloo Manufacturing company. From this plant farm machinery is shipped to all the company's dealers in Western Canada. Here are assembled and rebuilt many kinds of power machines: tractors, threshers, combines, and power plows. The company normally employs about 25 men in addition to its staff of office workers and salesmen.

Link Manufacturing Company

Established here in 1922, this branch is the only one in Canada of this American manufacturer. It engages in all sorts of sheet metal and machine shop work as well as the manufacture of grain blowers, drag elevators, roller grain crushers, aero grain cleaners, and clover hullers and scarifiers. From Portage the products are distributed all over Canada and for the past few years the local factory has been supplying the Fargo, North Dakota territory as well.

Carbonated Beverages

Since 1907 the Portage Soda Water Works has been quenching the thirst of Portage with all varieties of carbonated drinks. This company supplies a large area, shipping "pop" all over Western Manitoba. Its product is consistently good.

Crescent Creamery

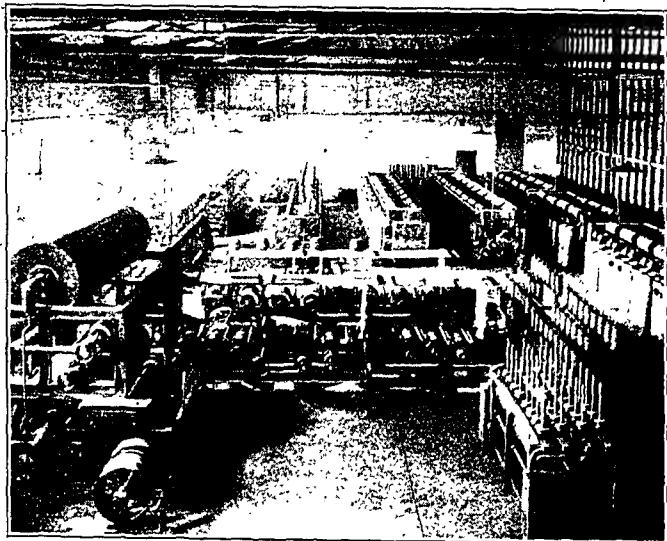
Every day of the year this company transforms 800 gallons of raw milk into fine creamery butter and pasteurized milk. Local farmers profit by selling their milk here since they get the same price as in larger centres, with no freight to pay.

Manitoba Cordage Company

That the soil of the Portage plains grows some of the best hemp in the world has been demonstrated by the Manitoba Cordage company. Its plant in Portage manufactures twine from hemp grown in this district. Equipped with fully modern machinery, this factory manufactures a product that gives general satisfaction. The twine is marketed throughout the whole of Western Canada the location of this city making it an excellent distribution point. The factory uses between 20 and 30 employees.

The Daily Graphic

The Graphic-Liberal Printing company publishes two newspapers- -The Daily Graphic and The Weekly Manitoba Liberal. Its well equipped plant does a large amount of job printing.



Finishing Room at Cordage Plant



The Peony Farm is a Riot of Beauty

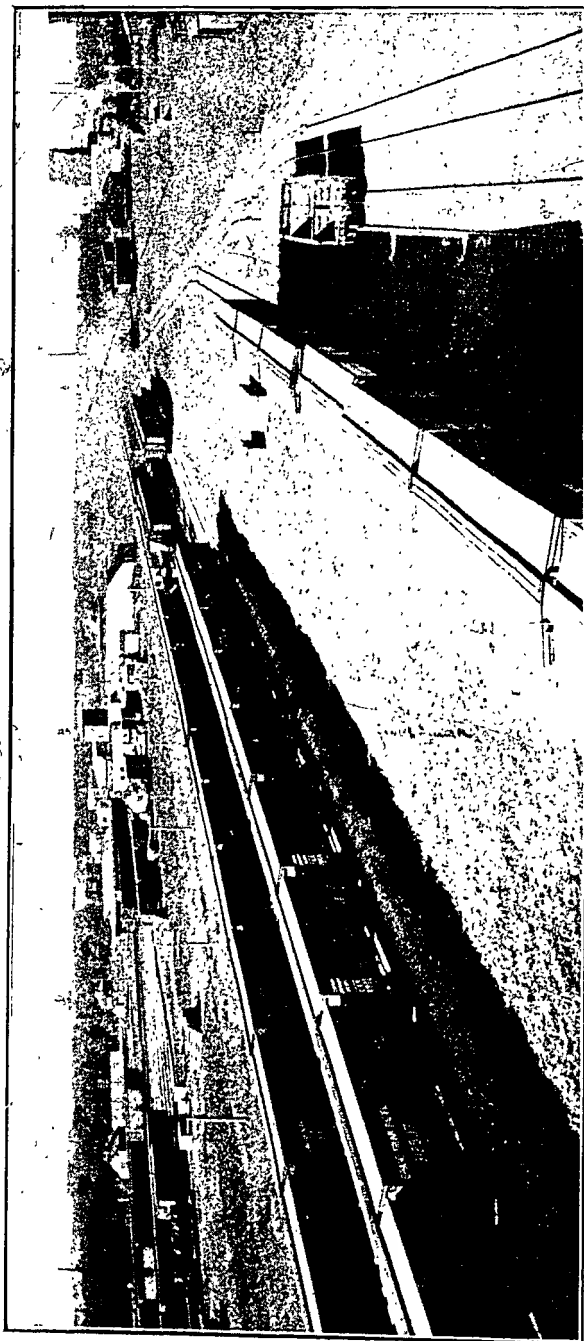
Nurseries

Two nurseries are located in this city. The Wallace Nurseries, adjacent to Island Park, are engaged primarily in growing hardy northern fruits. North of the city, the Peony farm is a riot of beauty throughout the summer. Visitors are welcome at both places.

Butternut Trees

Wallace Nursery





Railroad Yards, Portage la Prairie

Transportation

Railroads

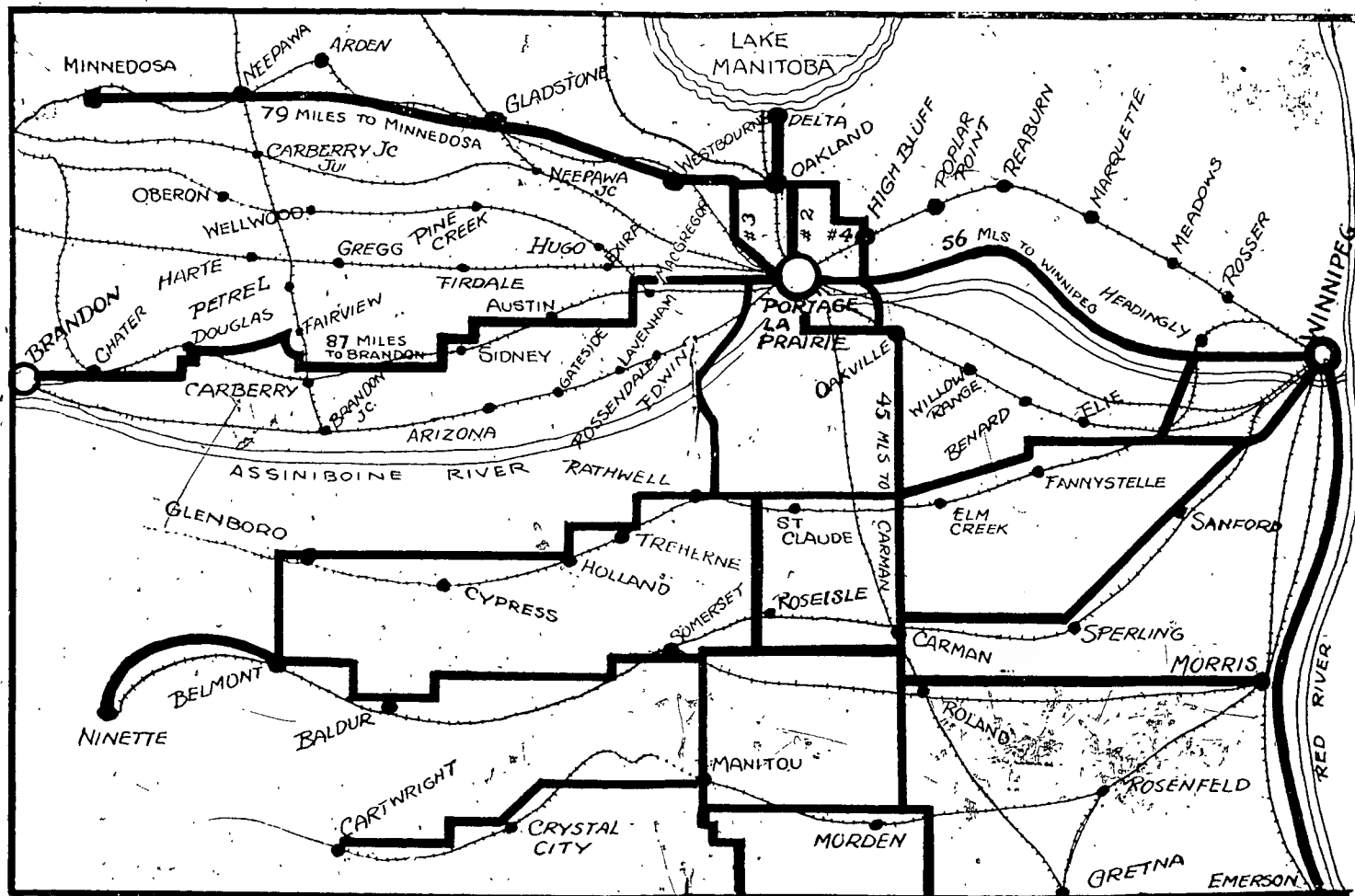
Nine lines radiate from Portage giving quick connection with any part of the continent. The Canadian National railway maintains a three-stall round-house and repair tracks here. Its total trackage in the city limits is 20 miles. It employs about 100 men. The Canadian Pacific railroad has about 15 miles of track in Portage and employs about 100 men. This city is the terminal of two subdivisions on the Canadian Pacific.

Highways

Two all-weather provincial trunk roads and a number of well kept municipal highways make Portage accessible at any time. Motorists will find every accommodation here.



Saskatchewan Ave, Portage la Prairie



Railroads and Highways Radiate from Portage

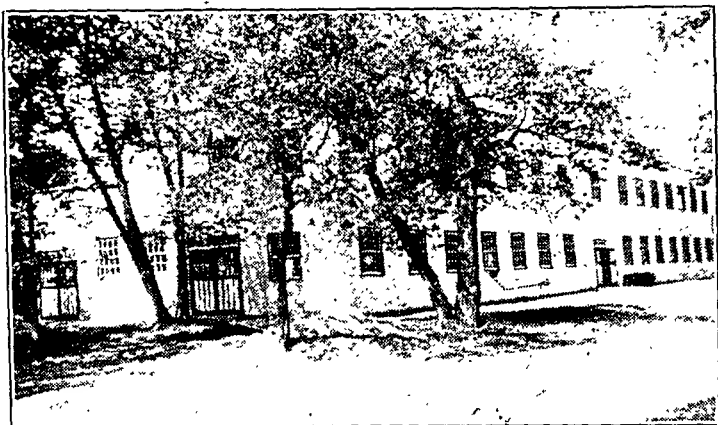
Portage la Prairie, Manitoba

The above map shows how Portage is the hub of a large trading area. Distances from large cities are: Winnipeg, 56 miles; Toronto, 1355 miles; Montreal, 1470 miles; Regina, 302 miles; Saskatoon, 462 miles;

Calgary, 784 miles; Edmonton, 771 miles; Vancouver, 1426 miles; Minneapolis, 488 miles; Chicago, 963 miles. PORTAGE IS ONLY 937 MILES FROM AN OCEAN PORT—CHURCHILL ON HUDSON BAY.

Industrial Exhibition

EARLY in July each year, the Portage Industrial Exhibition association conducts its fair, on the island adjoining the park. The exhibition grounds include spacious stock barns, a main industrial building, available for domestic and dairy exhibits together with displays of merchandise and manufactured goods, a grandstand with capacity of 3000, and one of the fastest dirt tracks in North America. In connection with the fair there are the usual carnival attractions,



The New Industrial Building

baseball, and a splendid series of entertaining grandstand acts. The fair is always well patronized.

Harness Racing

Fair time always means fast harness racing in Portage. The peculiar nature of the soil at the track makes it one on which records are constantly broken. At present four or five different stables use this track as a training ground.



Recreation

For Young
and Old

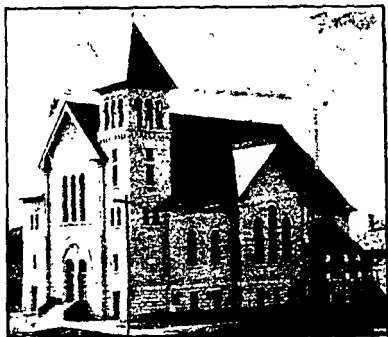
PORTAGE offers every facility to the most exacting devotee of sport. Summer activities are well cared for by tennis courts, a sporting nine hole golf course, baseball diamonds, soccer and rugby (football) fields, and bowling greens. Close at hand beautiful Crescent lake offers boating. Large rinks provide hockey, skating, and curling in winter, with picturesque bush country to the south is dotted with bands of city snowshoers. Splendid duck hunting is to be had close to Portage.

Delta, a pretty summer resort on Lake Manitoba, is but 15 miles north of Portage. A spot of interest there, is the Tannana Mink farm where 400 of the bright-eyed little animals are raised.



Holing Out on the Ninth Green

Churches



Knox United Church

Anglican, Grace United, Knox United, First Presbyterian, Baptist, Church of Christ, Roman Catholic, Christian Science, Greek Catholic, Polish Roman Catholic, Greek Orthodox, Salvation Army, and Plymouth Brethren.

Fraternal Organizations

Masonic, Oddfellows, Elks, Canadian Foresters, Ancient Foresters, Orange Order, Rebekah, and Eastern Star.

Clubs and Societies

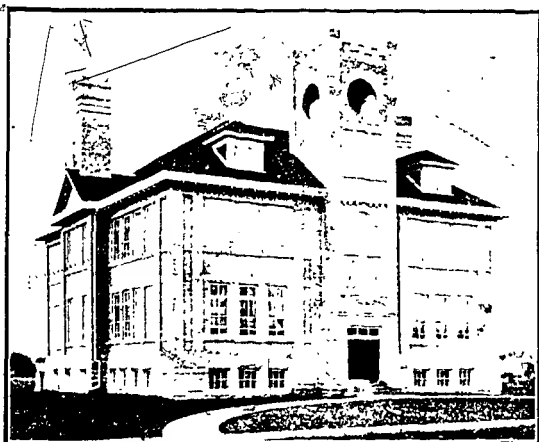
Board of Trade, Country Club, Poultry Association, Industrial Exhibition Association, St. Andrew's Society, Scottish Society, Scottish Association, Kiwanis, L.O.D.E., Army and Navy Veterans, Canadian Legion, Golf Club, Tennis Club, and Horticultural Society.



Grace United
Church

Educational

Portage offers a splendid educational system to its children. The four grade schools are large, well equipped buildings and the teaching personnel is of a high order. The Portage Collegiate institute provides high school training and its graduation diploma gives entrance to any university in Canada and most in the United States. Portage has a business college. Be-



Portage Collegiate Institute

sides these, two government institutions, the Indian school, and the Industrial Training school are located in this city.

Accommodation

Portage's four hotels provide good food and comfortable lodging at reasonable rates. At the west end of the city is located a modern free tourist camp where the motorist can be sure of courteous treatment.

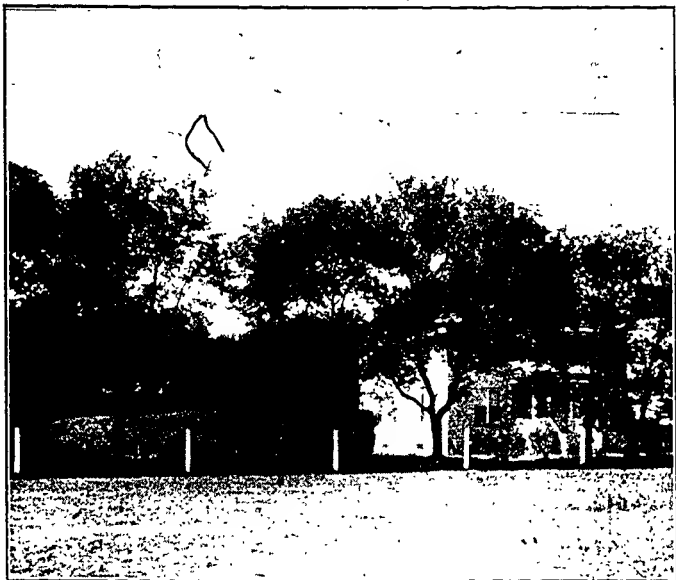


Threshing Scene, Portage Plains

The Portage Plains

A TWO hour drive through these farm lands will convince any observer that here there is material prosperity. No crop failure has been suffered here in 40 years. Wheat averages from 20 to 35 bushels per acre, oats 40 to 75, and barley 20 to 50. The growing of hemp in this district is rapidly becoming an important departure from the usual cereal crops.

Nine railway lines radiating through the district, serve the farmer. Sidings with loading platforms are located every three miles for their convenience. The soil is deep rich black loam on clay subsoil and the sub-irrigation from Lake Manitoba provides moisture for crops no matter how dry the season. Good roads, good water, telephones and rural mail delivery aid Portage farmers.



Beautiful Farm Home Near Portage

Power is Cheap in Portage



Hydro Substation, Portage la Prairie

PORTAGE is fortunate in being connected with the Hydro-Electric system of the province. The power is delivered to this city over a high tension transmission line. There is provision in Portage to take care of 10,000 kilowatts, equal to the load of 12,500 horsepower. Rates for domestic lighting are cheap and power rates on a graduated basis, compare favorably with those which obtain in Winnipeg or any eastern city, according to demand. All streets are well lighted.

The low cost of "white coal" makes this city a splendid point for the location of any industry using a large amount of power in its operations. Any man-

facturer, desiring to locate in the west, will be well rewarded for a careful investigation of the light and power rates in Portage la Prairie. Domestic appliances can be immediately installed and operated at low cost.

Water Supply

An unlimited supply of pure water is available in this city. The modern waterworks plant is municipally owned and Portage boasts the best sewage disposal system in the Province of Manitoba.



Homes on Crescent Drive

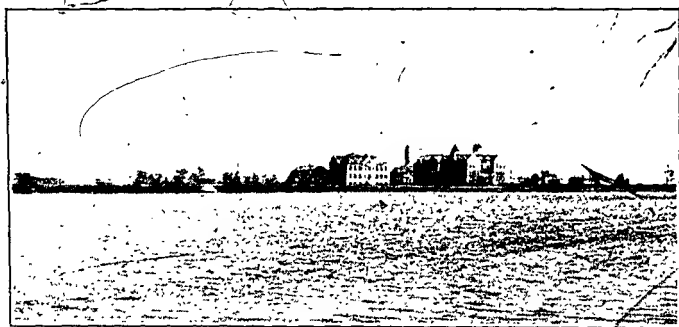
A City of Fine Homes

Portagers take pride in their homes and grounds. Any street in the city offers the visitor a pleasing vista of shady trees, well kept flower gardens, and homes that are more than mere houses. There are no tenements in this city.



Government Buildings

SEVERAL magnificent government buildings are located in this city. The stranger will enjoy viewing any of the following: Dominion Post office and Customs and Inland Revenue office, Dominion Armory, Home for Incurables, Home for the Aged, Indian Industrial Training school. A new system of child reform—segregation of incorrigibles from unhardened lads—has been put into operation at the Industrial Training school. This is the first attempt of this kind in Canada.



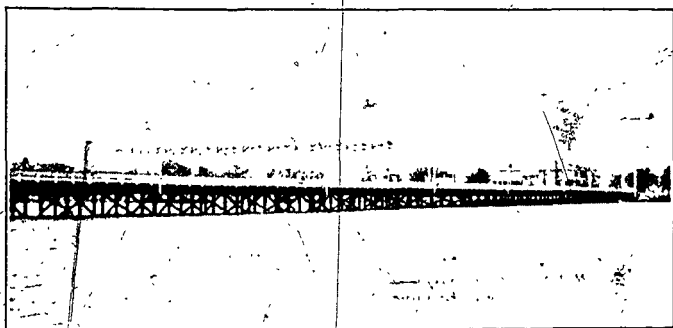
Industrial Training School from Island Park

Trade and Commerce

The city has a fine retail section with up-to-the-minute stores and stocks. Branches of four strong banks are located here. Portage is the headquarters of the Portage Mutual Insurance company, the oldest of its kind in Western Canada. It maintains agents throughout Manitoba and branch offices in Toronto and Vancouver.

What About Climate

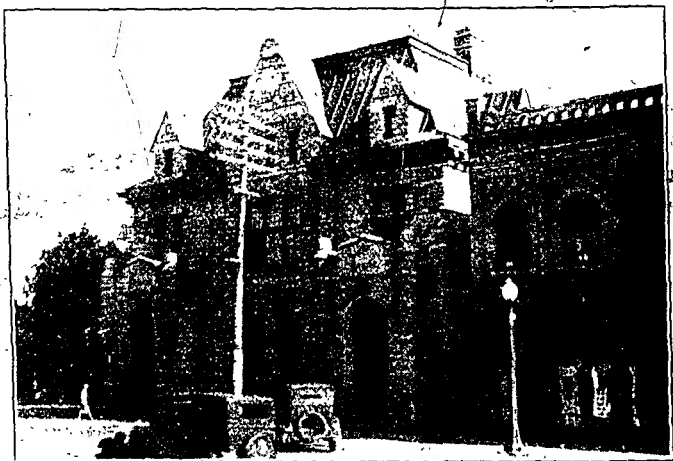
THE climate, though early regarded as severe is now recognized as a decided asset. To it the province is indebted for the vitality and good health of its inhabitants and the quality of its agricultural products. The climate is continental, warm summers and cold winters. Summer nights are always cool and winter days, though often cold, are invigorating and bracing. The air is dry in winter, eliminating the raw cold of many sections.



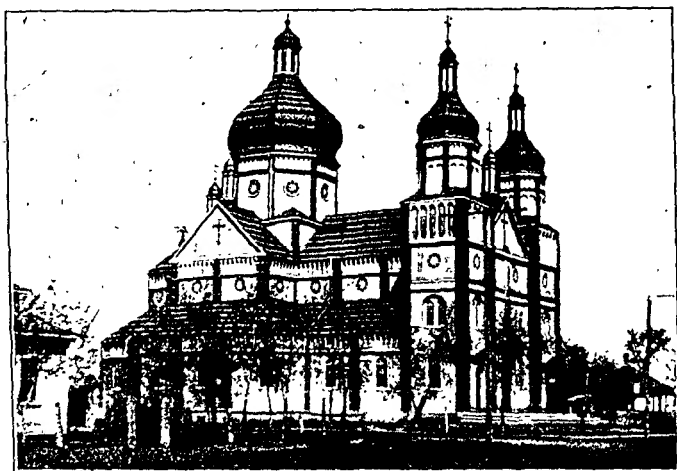
Bridge Connecting the City and Island Park

Liquor Law

All liquor sold in Manitoba must be bought in licensed beer parlors and consumed there or must be obtained at the Government liquor dispensaries, of which there is one in Portage. Liquor obtained at the dispensary must be consumed at the buyer's dwelling house (or hotel room). No person under 21 years of age may purchase liquor either in parlors or dispensaries.

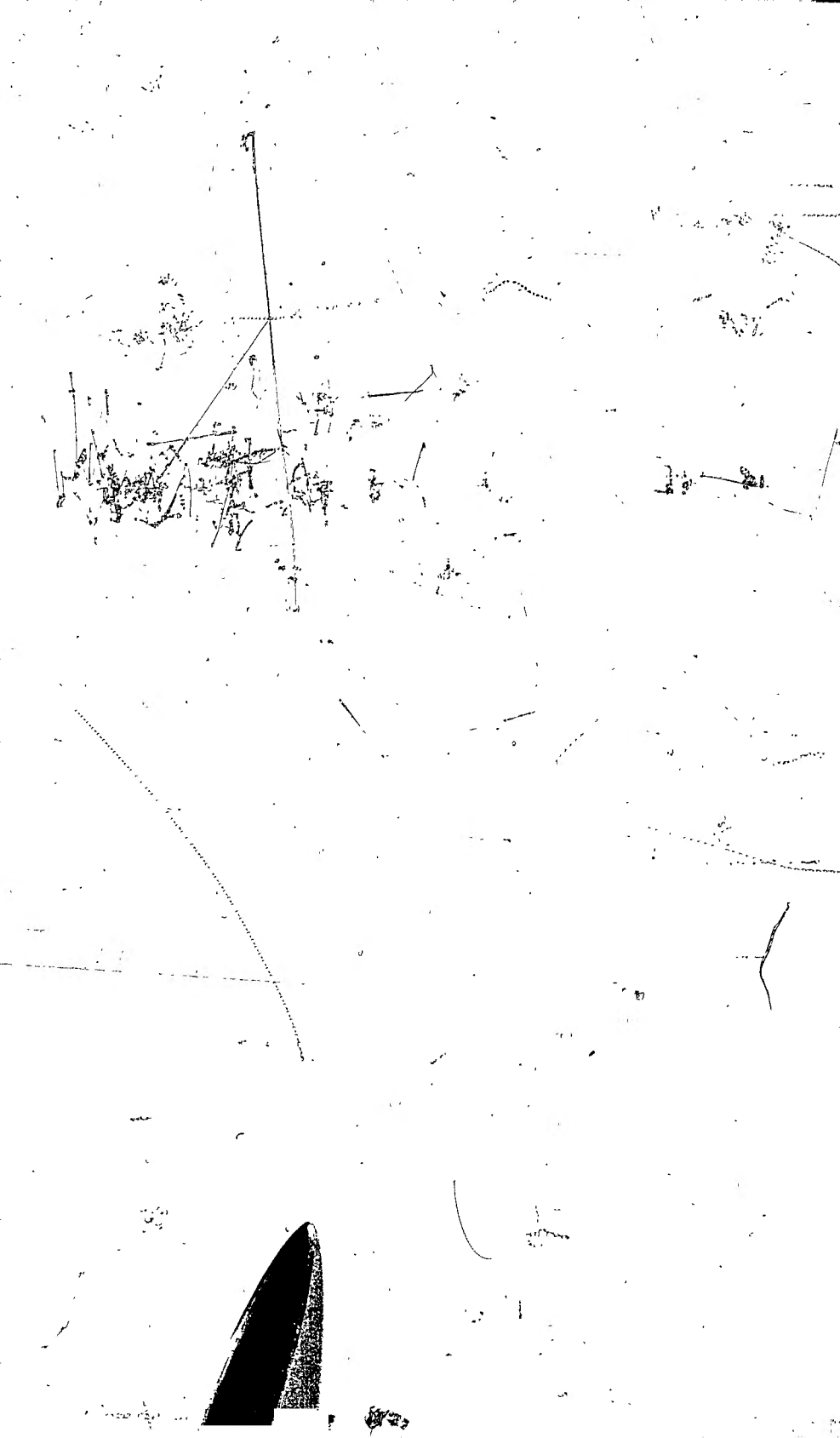


Federal Post Office



Greek Catholic Church





Your Opportunity *lies in Portage*



THIS city cannot be excelled as a manufacturing or distributing centre. Its railroad and highway connections link it up with all sections of the country and existing railway tariffs assure shippers of equitable freight rates. Both railroads are located within a few hundred yards of each other and from them excellent switching service is offered to industry. Splendid factory sites are available close to the trackage and can be purchased or leased at a very nominal figure.

For cereal factories or for plants manufacturing products for western distribution, Portage-la Prairie offers the best location in Canada. Productive capital will find no labor troubles in this city.

Rents and commodity costs in Portage are very reasonable and electricity is available for domestic or factory use at low cost. The city is well policed and the modern fire department protects it from fire. Your children will be able to get a good education here and will be removed from many of the temptations existing in larger cities. For further information:

Write to
The Secretary
Board of Trade
Portage la Prairie, Man.

